

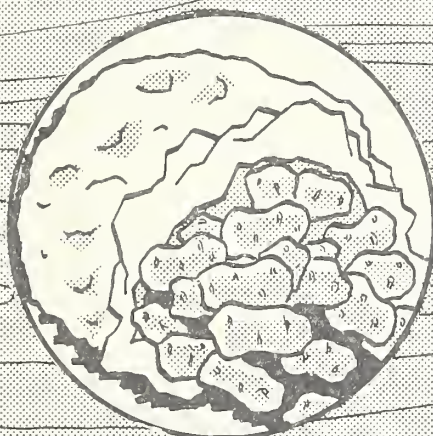
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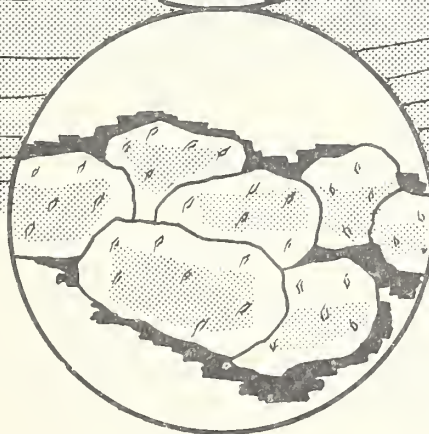
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ACREAGE-MARKETING GUIDES



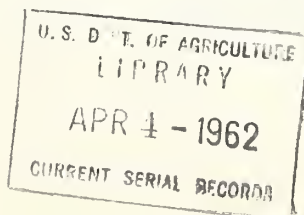
Summer Potatoes



Fall Potatoes

UNITED STATES DEPARTMENT OF AGRICULTURE
Agricultural Marketing Service
AMG-24

Washington, D. C.
March 1962



F O R E W O R D

The acreage-marketing guides program is designed to help the potato industry appraise its markets and develop a realistic planting and production schedule. The guides provide the latest information available concerning the market potential for each seasonal and area potato crop and the acreage needed to produce a supply in balance with market requirements.

The guides for potatoes and vegetables are prepared by specialists who follow the markets for the different commodities closely throughout the year. They analyse the variations of the market, check production and market opportunities, interpret the past seasons and their meaning for the coming one. All factors affecting the supply and demand for vegetables are given full consideration.

On the basis of this continuous study of the market, specific acreage recommendations are prepared for potatoes. These recommendations are the best possible estimates of the acreage needed to provide adequate supplies - enough to satisfy consumers' needs but not so much that prices get depressed.

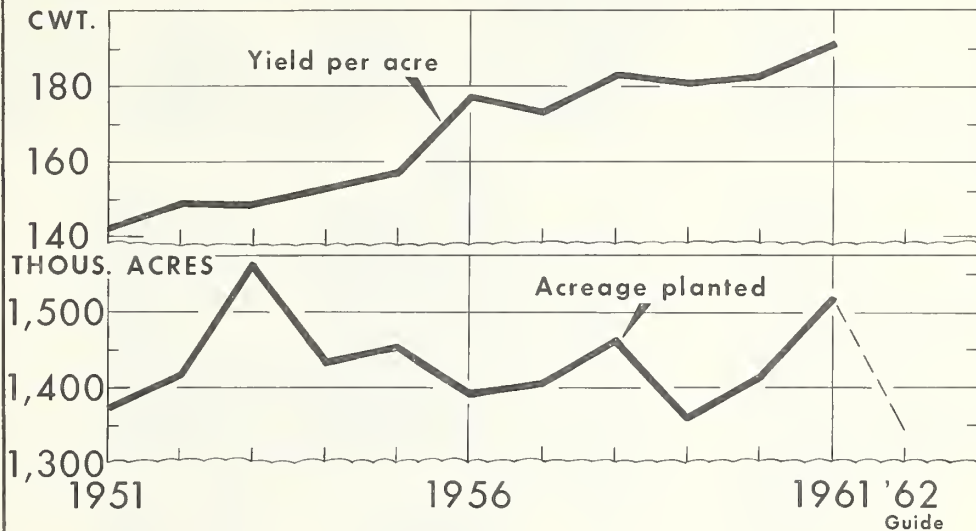
The guide is presented in terms of a percentage change from the acreage in the preceding year, so as to permit application of this percentage change to each operation. The recommendations are reviewed before publication by representatives of various agencies in the Department with particular interest in the potato and vegetable industries.

The fundamental concept behind the guides program is that, given the best information available, individual operators will make intelligent decisions for their and the industry's best interest. If growers keep potato acreage within the levels recommended by the Department, marketing difficulties will be reduced.

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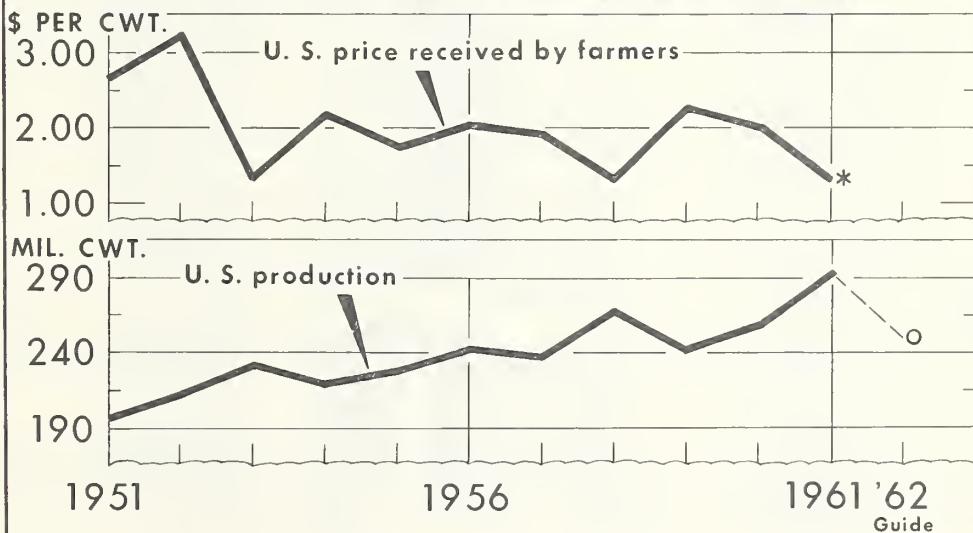
U. S. POTATO ACREAGE MAINTAINED EVEN THOUGH YIELD SOARS



U. S. DEPARTMENT OF AGRICULTURE

NEG. AMS 193-62 (2) AGRICULTURAL MARKETING SERVICE

POTATO PRICE DOWN 32% IN 1961; PRODUCTION NEAR ALL-TIME HIGH



* PRELIMINARY.

○ 250 MILLION CWT.

U. S. DEPARTMENT OF AGRICULTURE

NEG. AMS 196-62 (2) AGRICULTURAL MARKETING SERVICE

1962 POTATO ACREAGE GUIDES
SUMMER AND FALL CROPS AND SUMMARY

Season	1962	1962 guide	Season	1962	1962 guide
and	acreage	as percentage	and	acreage	as percentage
State	guide	change from	State	guide	change from
		1961 planted			1961 planted
	Acres	Percent		Acres	Percent
Early Summer:			Fall:		
Missouri	5,000	0	Maine	134,800	-10
Kansas	2,900	- 3	New Hampshire	1,700	- 6
Delaware	9,500	- 5	Vermont	2,450	- 6
Maryland	3,050	- 2	Massachusetts	4,750	- 7
Virginia:			Rhode Island	4,000	- 7
Eastern Shore	21,650	-10	Connecticut	6,050	- 7
Norfolk	1,200	0	New York, L. I.	31,600	- 9
Other	4,300	0	New York, Upstate	40,000	- 9
Total Virginia	27,150	- 8	Pennsylvania	33,500	- 9
North Carolina	7,000	0	8 Eastern-Fall	258,850	- 9
Georgia	1,000	0			
Kentucky	9,800	0	Ohio	10,500	0
Tennessee	9,000	0	Indiana	4,300	0
Texas	12,100	- 7	Michigan	39,400	- 7
California	9,100	0	Wisconsin	32,100	- 7
Total E. Summer	95,600	- 4	Minnesota	96,800	-20
			Iowa	3,700	0
Late Summer:			North Dakota	104,750	-16
Massachusetts	2,100	- 5	South Dakota	6,700	0
Rhode Island	1,400	0	Nebraska	10,100	0
New York, L. I.	9,200	0	9 Central-Fall	308,350	-14
New Jersey	18,000	0			
Pennsylvania	4,100	0	Montana	7,800	- 5
Ohio	4,700	0	Idaho	220,000	-20
Indiana	3,000	0	Wyoming	4,200	0
Illinois	3,000	- 3	Colorado	43,800	-12
Michigan	6,500	- 8	Utah	8,800	- 6
Wisconsin	19,900	-12	Nevada	1,100	0
Minnesota	6,050	- 7	Washington	16,800	-20
Nebraska	3,600	0	Oregon	21,700	-10
Maryland	1,600	0	California	18,400	-14
Virginia	2,900	0	9 Western-Fall	342,600	-17
West Virginia	9,000	0			
North Carolina	3,000	- 6	Total Fall	909,800	-14
Idaho	10,500	-12	Total Winter	23,400	- 2
Colorado	11,250	- 6	Total Spring	149,650	- 9
New Mexico	3,000	-14	Total Summer	259,000	- 5
Washington	19,900	-10	Total Fall	909,800	-14
Oregon	11,150	-14	U. S.	1,341,850	-12
California	9,550	- 3			
Total L. Summer	163,400	- 6			

Season and State	: :Production: : 1961	:Marketing: : guide : 1962	Season and State	: :Production: : 1961	:Marketing: : guide : 1962
		1,000 cwt.			1,000 cwt.
<u>Early Summer:</u>			<u>Fall:</u>		
Missouri	450	450	Maine	37,000	33,032
Kansas	238	233	New Hampshire	333	311
Delaware	2,250	2,036	Vermont	455	405
Maryland	418	420	Massachusetts	1,071	995
Virginia:			Rhode Island	1,032	954
Eastern Shore	4,080	3,182	Connecticut	1,495	1,419
Norfolk	180	127	New York, L. I.	8,874	7,967
Other	292	278	New York, Upstate	9,900	8,244
Total Virginia	4,552	3,587	Pennsylvania	7,380	6,500
North Carolina	792	672	8 Eastern-Fall	67,540	59,827
Georgia	50	48			
Kentucky	637	676	Ohio	2,028	1,961
Tennessee	747	692	Indiana	862	880
Texas	2,222	1,934	Michigan	7,980	6,618
California	3,140	2,785	Wisconsin	7,310	5,392
Total E. Summer	15,496	13,533	Minnesota	13,090	11,228
			Iowa	555	474
<u>Late Summer:</u>			North Dakota	12,947	12,674
Massachusetts	440	410	South Dakota	618	535
Rhode Island	238	233	Nebraska	2,100	1,921
New York, L. I.	2,300	2,226	9 Central-Fall	47,490	41,683
New Jersey	4,410	4,212			
Pennsylvania	861	798	Montana	1,360	1,167
Ohio	736	761	Idaho	53,710	43,121
Indiana	545	492	Wyoming	660	665
Illinois	279	255	Colorado	10,912	9,329
Michigan	1,136	906	Utah	1,530	1,408
Wisconsin	4,180	3,262	Nevada	231	247
Minnesota	992	904	Washington	6,090	4,570
Nebraska	525	486	Oregon	6,240	5,537
Maryland	144	152	California	5,698	4,686
Virginia	232	206	9 Western-Fall	86,431	70,730
West Virginia	585	612			
North Carolina	416	328	Total Fall	201,461	172,240
Idaho	2,714	2,392	Total Winter	4,967	3,798
Colorado	2,185	2,330	Total Spring	32,673	27,884
New Mexico	544	494	Total Summer	51,838	46,078
Washington	6,820	5,738	Total Fall	201,461	172,240
Oregon	3,120	2,613	U. S.	290,939	250,000
California	2,940	2,735			
Total L. Summer	36,342	32,545			

1962 ACREAGE-MARKETING GUIDES
Summer Potatoes - Fall Potatoes

I. SUMMARY OF ADJUSTMENTS

The primary purpose of acreage-marketing guides is to bring about a needed percentage change in planted acreage from that of the preceding year so that the resulting supply will be in line with market requirements. Each grower almost certainly knows the acreage of potatoes planted on his farm in 1961. Therefore, he should adjust his own acreage in accordance with the individual state guide. For example, where it is recommended that the state's 1962 potato acreage be decreased 5 percent from the acreage planted in 1961, all potato growers in the state should decrease their acreage by 5 percent. The recommended acreage adjustments necessarily assume normal weather, usual planting and harvesting schedules, and normal marketing patterns for potatoes. The recommendations also assume that average yields will be obtained. With these conditions, production from the guide acreages would provide all the potatoes the markets need, but not more than they can use.

Before planting time, growers and processors should take measures to evaluate carefully their potential outlets. Experience has demonstrated that potato producing areas which have available or have taken steps to provide local outlets for excess supplies, consisting of culls and other low-grade potatoes, assure themselves of a valuable price stabilizer. Growers and others associated with the marketing of potatoes should develop and use local outlets for low-grade potatoes to the maximum extent. The Department stands ready to provide guidance and suggestions for such endeavors.

II. DEMAND FOR POTATOES IN 1962

Prices received by growers for potatoes in the 1962 marketing year will depend largely upon the volume and pattern of marketings. While a given quantity of potatoes will bring better prices if consumer incomes are high, changes in potato supply have much more influence on potato prices than do changes in incomes. However, general economic conditions and consumer demand are also important. The general expansion in business activity that began in the first quarter of 1961 is expected to continue through 1962, boosting consumers' incomes to successively higher record levels. The gains in purchasing power, coupled with demands from our growing population, are likely to raise consumer spending for food to new highs in the latter part of this year.

The prospective strength of economic activity derives from an outlook for increased investment spending by the private business sector of the Nation, larger purchases of goods and services by the Government sector, and an expanding consumer market for goods and services in general. These sources of demand should generate in the summer and fall of 1962 a level of employment and flow of income substantially above the levels of mid-1961.

With business profits rising as the recovery from the 1960-61 recession rolls along, business investment will rise. Industry indicated plans to step up

spending for new plant and equipment in the first quarter of 1962 by 6 percent from the estimated outlays for 1961. Business capital outlays reached a cyclical low in the second quarter of 1961 and have steadily recovered since. Investment in private residential building in 1962 is also likely to be up about 6 percent, with private housing starts increasing by about 100 thousand units from the 1.3 million starts estimated for 1961.

Increasing demands from the Federal Government are expected to result in purchases of goods and services at mid-1962 around \$6 to \$7 billion above the annual rate of \$56.6 billion in the second quarter of 1961. Most of this increase would be for national security and international and space requirements. Intensified demands for new public facilities and services for a growing population will result in rising expenditures by State and local Governments.

These sources of demand and expanded consumer buying point toward a record flow of income to consumers in the summer and fall of 1962. After some reluctance to increase expenditures as incomes rose in mid-1961, consumer spending strengthened considerably at the end of the year. With increased consumer savings and consumer short-and intermediate-debt relative to income at the beginning of 1962 below levels of a year earlier, a high rate of consumer spending seems likely throughout 1962.

III. PRODUCTION AND MARKETING MATERIALS AND FACILITIES

Production Materials: Motor vehicles used on farms, farm machinery, fuels, repair parts and tires should continue in plentiful supply through 1962. Fertilizers will be in ample supply. The more concentrated forms are growing in number and require less labor to handle. Use of pelleted fertilizers avoids drift and wastage of small particles. Spot orders arising from unanticipated needs may not be filled immediately because of local shortages of particular products, unless substitute forms are acceptable. Adequate supplies of insecticides, fungicides and weed killers will be available. Since requirements for control measures are unpredictable, stocks should be on hand to care at least for minimum or average needs.

Indications are that the supply of all usual types of containers and protective wrapping materials for harvesting, transporting and marketing the 1962 vegetable crop will be adequate. In the container industries, there is ample productive capacity to meet all expected requirements. Barring unforeseeable interruption to container production, the supply outlook is good.

Manpower: Farm manpower in 1962 will be influenced by these characteristics: (1) An adequate over-all supply; (2) mechanization developments will increase in more crops, both on an experimental and operational basis, which in turn will decrease worker needs and alter the migratory farm worker patterns; (3) nominal increases in wage rates of farm workers; (4) demands from a variety of sources to improve the working and living conditions of farm workers; and (5) an intensified effort of the State Employment Services to maximize the

use of available domestic farm workers and lessen the need for supplementary foreign agricultural workers. Qualified year-round farm workers continue in short supply in most states and this may be intensified by recent amendments to the Mexican Farm Worker Act prohibiting the employment of Mexican contract farm workers in year-round occupations and in the operation of power driven farm machinery.

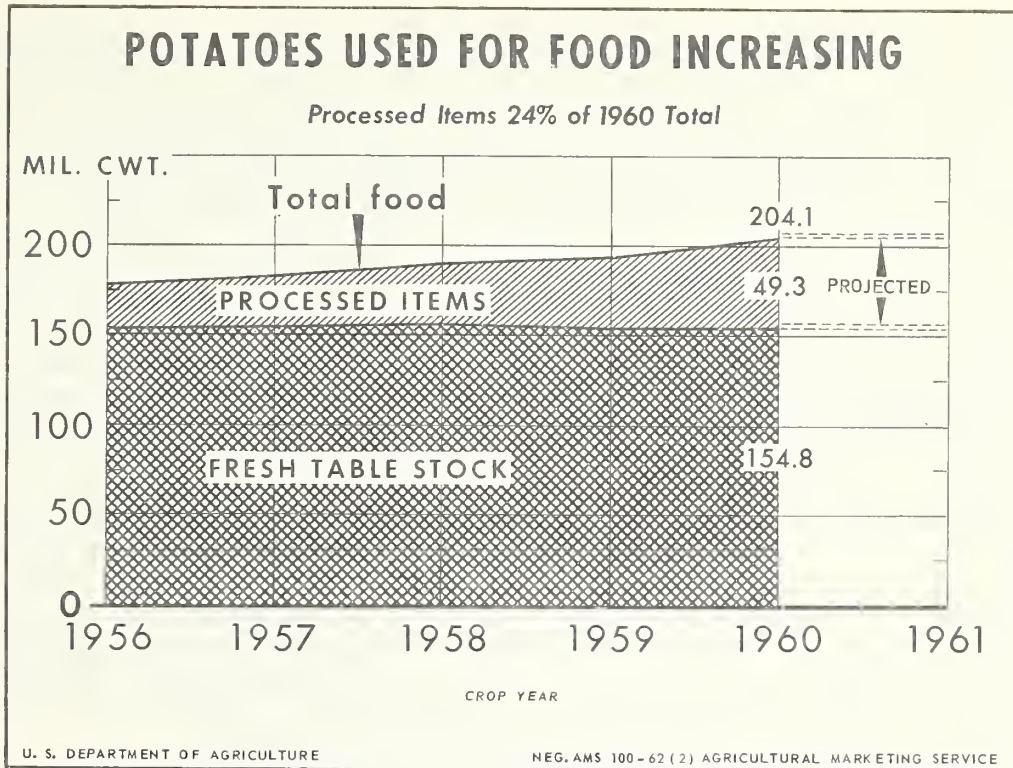
IV. DEVELOPMENT OF THE NATIONAL GUIDE FOR POTATOES

The national marketing guide for potatoes is an answer to the broad question, "How many potatoes do we need?" The national guide is based on the use of potatoes in the usual outlets in recent crop years; most of the annual supply has been and will continue to be used for food and seed. Levels and trends in the uses for food and seed and the other established outlets are carried forward to establish needs for the crop year ahead. The total marketing guide recommended for 1962 crop potatoes is 250 million hundredweight. The guide production is 16 percent less than the production reported for 1961 but 2 percent more than the 1961 marketing guide. The use of a 250 million hundredweight crop would be about as follows:

<u>Utilization</u>	<u>Million cwt.</u>
Food, fresh and processed	208.4
Exports in excess of imports	1.0
Seed for 1963 plantings	21.5
Sold for starch, livestock feed	
and on-farm shrinkage, waste and loss	19.1
Marketing guide	250.0

Potatoes Used for Food: The use of potatoes for food has trended upward and gains in total consumption are expected to continue in 1962 and 1963. Growth in population has helped to increase consumption. And per capita use has been maintained because of the expanding supply and demand for processed potato products. In total, fresh and processed food use increased from 180.1 million hundredweight in 1956 to 204.1 in 1960, an advance of more than 13 percent. Since 1956, the annual quantity of fresh potatoes for table use has held virtually unchanged, amounting to approximately 155 million hundredweight. But use of potatoes in processed products doubled, increasing from 24.8 million hundredweight in 1956 to 49.3 in 1960.

Processors of potato chips and shoestrings used 21.3 million hundredweight of 1960 crop supplies, almost 50 percent more than in 1956. Use for frozen French fried and other frozen products increased from 4.7 million hundredweight in 1956 to 15.0 in 1960. And use for dehydration increased from 3.2 million hundredweight in 1956 to 10.1 in 1960. An important factor in the increased use of potatoes for processed products the past several years has been the need to establish adequate inventories of dehydrated and frozen items throughout market channels. Indications are that these items have increased to adequate levels. In the last quarter of 1961, for example, production of frozen potato products was checked following sharp advances in inventories held in cold storage. Also, the quantity of Idaho potatoes processed



for food in the last half of 1961 was less than the six-month total of a year earlier.

On-farm use of potatoes for food has declined sharply because of the decline in the number of potato farms and population living on potato farms. Potato farm households used 5.5 million hundredweight in 1960, 40 percent less than the 9.3 million hundredweight estimated for the 1956 crop year. Persons who moved from farms to urban areas, however, bought food potatoes, and their purchases increased the quantity of potatoes "sold."

During the past decade, per capita use of potatoes showed no definite trend. Per capita use has been maintained satisfactorily, considering that there has been ample supplies of most other foods, many of which were attractively priced. No marked change in per capita use is expected in the 1962-63 marketing year. The national marketing guide for 1962 provides for a per capita availability of more than 110 pounds.

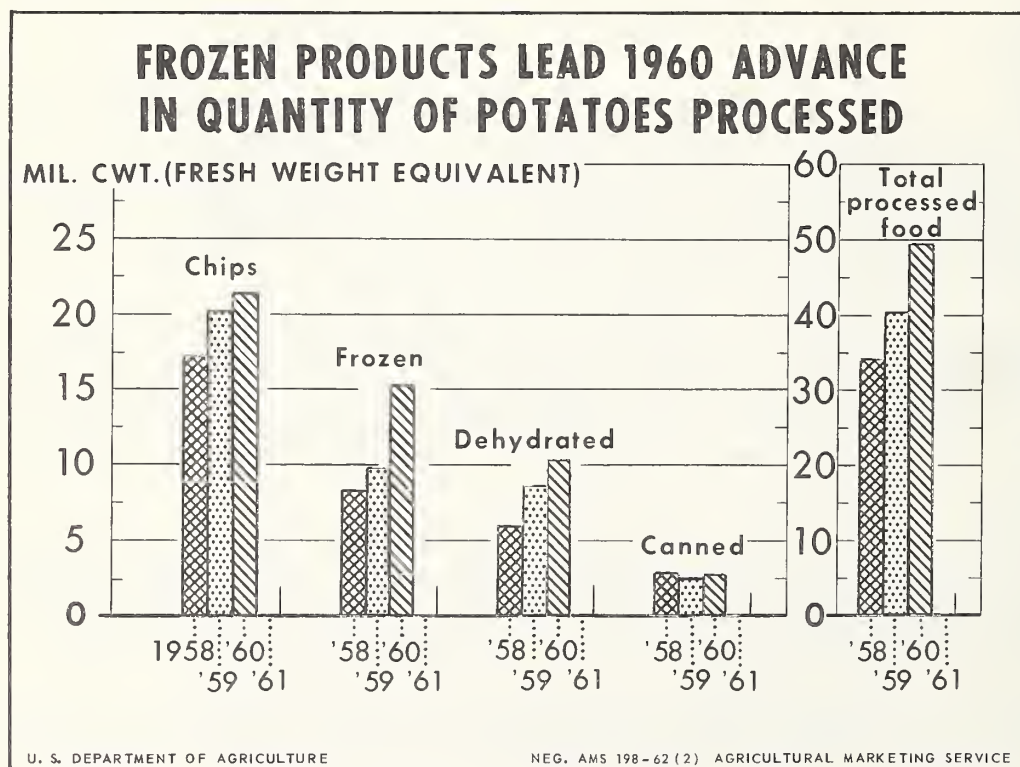
Packs of fresh potatoes will account for the bulk of potato food sales in 1962-63. However, manufacture, sales and consumption of processed potato products are expected to continue to trend upward, and such products will account for an increased proportion of total potatoes used for food.

Foreign Trade: Foreign trade in potatoes has only a small effect on domestic supplies. Most of the trade takes place with Canada, with both seed and

tablestock bought and sold. Mexico and Venezuela also buy significant quantities from time to time. Net exports (exports less imports) of potatoes in the quota year ended September 30, 1961, amounted to 1.7 million hundredweight. This compared with 3.3 million hundredweight in the 1959 quota year, and 2.2 in the 1958 quota year. In the quota year ended September 30, 1958, imports exceeded exports by 648,000 hundredweight. The 1962 marketing guide includes an allowance for net exports of one million hundredweight.

Seed: To plant the 1963 potato acreage, the 1962 national marketing guide anticipates that growers will need up to 21.5 million hundredweight of seed out of the 1962 production. Seed needs for the annual crops vary moderately from year to year, changing in the same direction as acreage planted. The national average seeding rate per acre is approximately 15 hundredweight. And one hundredweight of seed yields approximately 13 hundredweight at harvest.

Residual Use: Starch and livestock feed sales, and on-farm feed, shrinkage, waste and loss are so-called residual potato uses. Residual quantities vary with the size of the crop; large residual quantities accumulate when production is large and in surplus of needs. A residual of 31.3 million hundredweight was reported for the 1960 crop, 29.9 for the 1959 crop and 56.5 for the 1958 crop. Farmers' prices usually show a high average when residual quantities are low; the opposite also is true. The residual from the 1961 crop will be a near record amount. In 1962, the residual quantity would be at a minimum if production is held to the marketing guide recommendation.



V. ALLOCATION OF THE NATIONAL GUIDE TO THE SEASONAL CROPS AND TO STATES

The national marketing guide was allocated initially to the summer and fall crops, and to states within the seasonal grouping on the basis of the four-year, 1958-61, average production. Allocations were evaluated in relation to production and disposition levels and trends, and also, to changes in prices received by farmers. State and area acreage guides were derived by dividing the respective marketing guides by probable yield per acre. Probable yields per acre were set at or near the 1958-61 average.

Because the acreage guides are derived from production and yield averages, they tend to lag behind trends. By limiting suggested reductions in acreage to 20 percent, or to plant at least 80 percent of last year's acreage, an upward adjustment is incorporated in the guides for the few States where acreage has trended upward and, conversely, the "no increase" or 100 percent limitation in acreage compared with that of a year earlier gives recognition to downward trends in acreage.

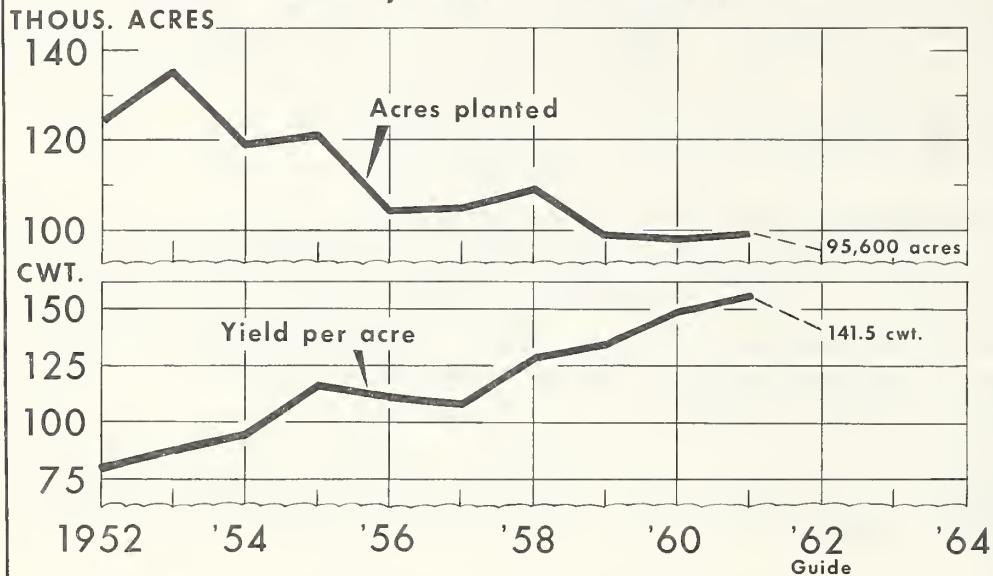
Potato guides for states producing the summer and fall crops are shown on pages 4 and 5. The following is a summary of the seasonal guides for 1962 and suggested change from 1961:

Crop Season	Planted acreage			Production		
	: Guide	: Guide vs.:	Percent	: Guide	: Guide vs.	Percent
	: 1961	: 1962		: 1961	: 1962	
	1,000	1,000		1,000	1,000	
	acres	acres		cwt.	cwt.	
Winter	24.0	23.4	- 2	5.0	3.8	-24
Early Spring	25.5	24.8	- 3	4.6	3.5	-24
Late Spring	138.2	124.8	-10	28.0	24.3	-13
Early Summer	99.5	95.6	- 4	15.5	13.5	-13
Late Summer	174.4	163.4	- 6	36.3	32.5	-10
Fall	1,057.7	909.8	-14	201.5	172.2	-15
U. S.	1,519.3	1,341.8	-12	290.9	250.0	-16

The seasonal classification of potatoes is based on the time when the bulk of the crop is usually harvested. The usual seasonal schedule is:

Winter: January, February, March
 Early Spring: April 1 - May 15
 Late Spring: May 16 - June 30
 Early Summer: July 1 - August 15
 Late Summer: August 16 - September 30
 Fall: October, November, December

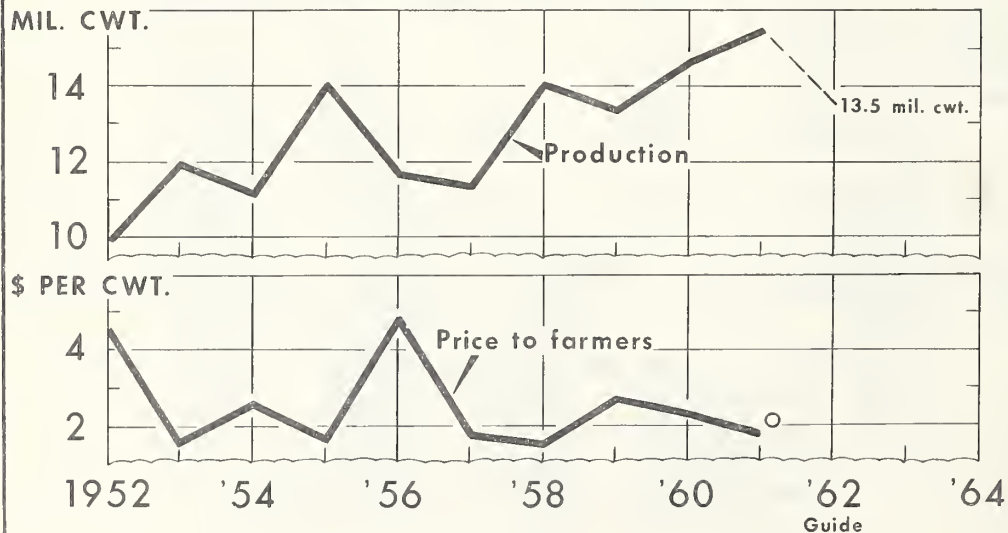
EARLY SUMMER POTATO ACREAGE, YIELD, AND 1962 GUIDE



U. S. DEPARTMENT OF AGRICULTURE

NEG. AMS 202-62 (2) AGRICULTURAL MARKETING SERVICE

EARLY SUMMER POTATO PRODUCTION, 1962 GUIDE, AND PRICES



° PRELIMINARY

U. S. DEPARTMENT OF AGRICULTURE

NEG. AMS 200-62 (2) AGRICULTURAL MARKETING SERVICE

VI. SEASONAL SUMMARY AND GUIDE RECOMMENDED

Summaries of Winter and Spring potato guides are included in guide booklets AMG-21 and AMG-22, which were published in August 1961, and October 1961, respectively.

Early Summer Crop: Early summer potato production in the past several years accounted for 5.4 percent of the annual crop. The bulk of this crop originates in Accomack and Northhampton Counties on the Eastern Shore of Virginia, in Kent and New Castle Counties in Delaware, the High Plains area in Texas and in Riverside and San Bernardino Counties in California. In eastern areas, production consists of round white varieties. The long white variety predominates in California and round red varieties are grown in Texas. The bulk of early summer potatoes are sold for table use and for chipping. And 10 to 15 percent of the supply is used for food on farms where grown.

In 1961, the seasonal production was a record and 6 percent above 1960. In total, acreage was up slightly from that of a year earlier but a record yield per acre was harvested. The record harvest followed a large late spring output, and average price received by early summer growers was sharply below the level of a year earlier. In 1960 and again in 1961, demand for Virginia potatoes was checked because of simultaneous harvest and shipments from the North Carolina spring area. Shipments of California spring potatoes continued in volume into July and restricted market outlet for western early summer supplies. In Delaware, only a small part of the crop was marketed in July and growers marketed most of their crop in the late summer when prices were declining. Listed below are average prices received by growers for early summer supplies:

<u>State</u>	<u>1960</u> <u>\$ per cwt.</u>	<u>1961 (preliminary)</u> <u>\$ per cwt.</u>
Maryland	1.33	1.39
Virginia	1.75	1.54
Delaware	1.43	1.40
California	3.06	1.60
Texas	3.08	2.50
Kansas	3.10	2.15
Missouri	3.16	2.75

Demand for table potatoes in the summer of 1962 is expected to be about as strong as in 1961. However, some increase in sales of frozen and dehydrated potatoes is likely next summer. And expansion in sales of processed potatoes would tend to check demand for fresh supplies. Demand for potatoes for chipping has been and is expected to continue strong. Market needs for potatoes in the early summer of 1962 can be balanced with a supply substantially smaller than that available in 1961.

For 1962 recommendations are for an acreage 10 percent less than in 1961 on the Eastern Shore of Virginia, 7 percent less in Texas, 5 percent less in

Delaware, 3 percent less in Kansas and 2 percent less in Maryland. An acreage equal to that in 1961 is suggested for Missouri, North Carolina, Georgia, Kentucky, Tennessee, California and Virginia, other than the Eastern Shore.

Late Summer Crop: Late summer production the past several years accounted for 13.3 percent of the annual potato crop. Almost half the states harvest a late summer supply. In the East, production is concentrated in New Jersey and Long Island, and in the Midwest, in Michigan, Wisconsin, and Minnesota. In the West, comparatively large supplies originate in Washington, Oregon, Idaho and California. In 1961, almost one-fifth of the late summer crop was produced in Washington. New Jersey and Wisconsin each produced 12 percent, and Oregon 9 percent. In the West, fields for earliest harvest are seeded to round red and long white varieties. Fields for later harvest are seeded to the Early Gem and to the Russet varieties. In the central and eastern states, round white varieties predominate.

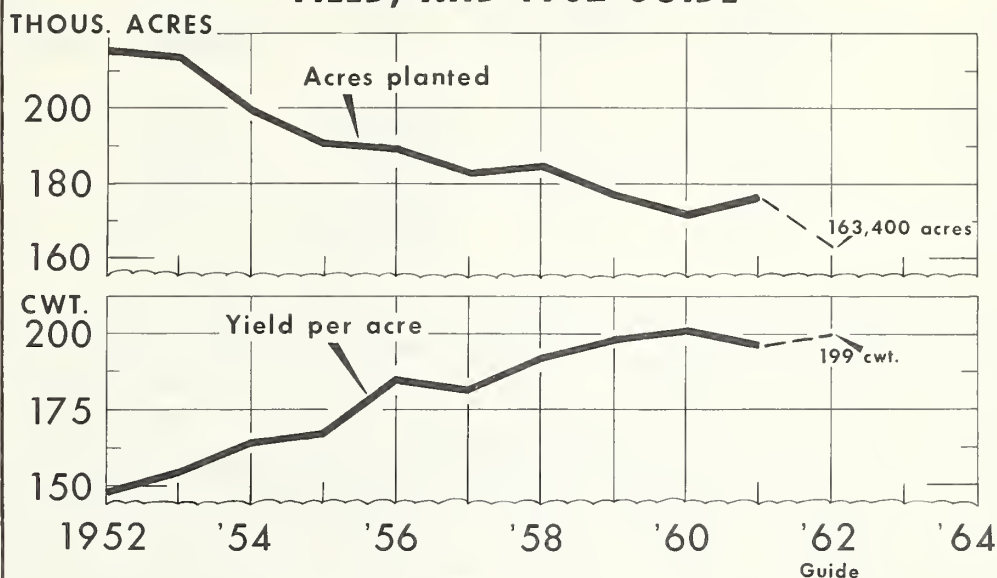
Acreage, production and sales of late summer potatoes in recent years have held within a narrow range. Most of the supply is sold fresh for table use, and for manufacture of potato chips. Western producing areas have increased the volume sold to processors for manufacture of frozen and dehydrated items. Three percent of the 1960 crop was used for food on farms where grown and only a small quantity was used for seed.

Late summer acreage in 1961 was slightly above the total of a year earlier. Average yield per acre increased to a record of 210 hundredweight. And production was 5 percent above 1960 and was the largest tonnage produced since 1950. Because of low prices, growers generally delayed start of harvest. This delay permitted an increase in yield and added tonnage to the crop.

Potato supplies in the late summer of 1961 were more than ample for market needs. Trading was slow and prices were depressed. Market prices responded to the existing level of supply, and were adjusting to the large acreage and large potential supply indicated for fall harvest. Because of build-up in inventories of processed potatoes, processors in the West were less aggressive in their purchases of 1961 late summer western potatoes compared with a year earlier. Large crops of potatoes were produced in central and eastern states. However, fresh market sales did not vary greatly from historic levels. Consequently, supplies tended to "back-up" and larger than usual quantities were carried into the fall marketing season, and added to the burdensome supplies coming from the fall harvest. Average prices received by growers for 1961 and 1960 late summer potatoes are shown on page 16.

For 1962 late summer potatoes, recommendations are for an acreage 14 percent less than in 1961 in Oregon and New Mexico, 12 percent less in Idaho and Wisconsin, 10 percent less in Washington, 8 percent less in Michigan, 7 percent less in Minnesota, 6 percent less in Colorado and North Carolina, 5 percent less in Massachusetts, and 3 percent less in California and Illinois. An acreage equal to that in 1961 is recommended for Rhode Island, Long Island, New Jersey, Pennsylvania, Ohio, Indiana, Nebraska, Maryland, Virginia, and West Virginia.

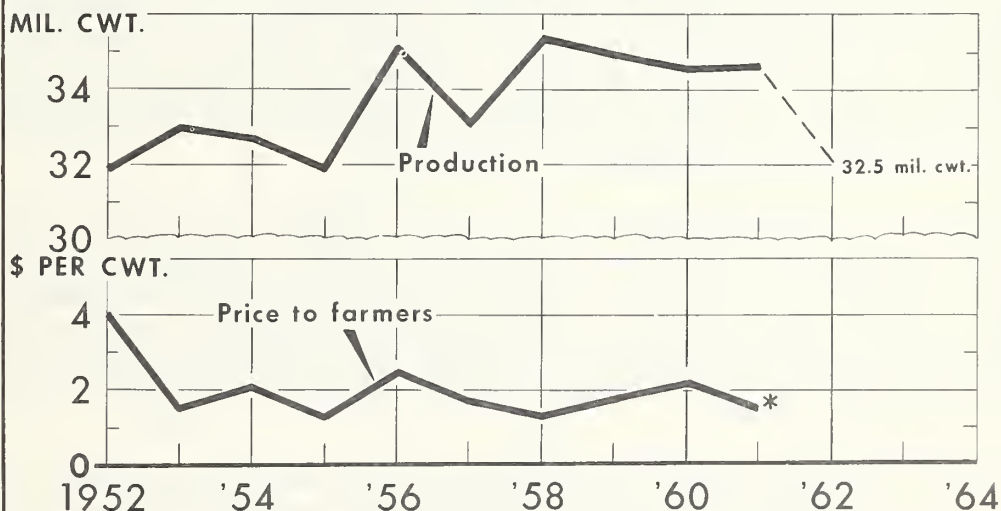
LATE SUMMER POTATO ACREAGE, YIELD, AND 1962 GUIDE



U. S. DEPARTMENT OF AGRICULTURE

NEG. AMS 194-62 (2) AGRICULTURAL MARKETING SERVICE

LATE SUMMER POTATO PRODUCTION, 1962 GUIDE, AND PRICES



*PRELIMINARY

U. S. DEPARTMENT OF AGRICULTURE

NEG. AMS 199-62 (2) AGRICULTURAL MARKETING SERVICE

Average Price Received by Growers for Late Summer Potatoes

<u>State</u>	<u>1960</u>	<u>Prel.</u>	<u>State</u>	<u>1960</u>	<u>Prel.</u>
	<u>\$ per cwt.</u>	<u>\$ per cwt.</u>		<u>\$ per cwt.</u>	<u>\$ per cwt.</u>
Long Island	1.40	1.20	Nebraska	1.84	1.65
New Jersey	1.69	1.50	Colorado	2.52	1.25
Ohio	2.29	2.05	Idaho	1.64	1.05
Michigan	2.20	1.60	Oregon	2.26	1.25
Wisconsin	2.56	2.00	Washington	2.00	1.05
Minnesota	1.98	1.50	California	3.76	1.65

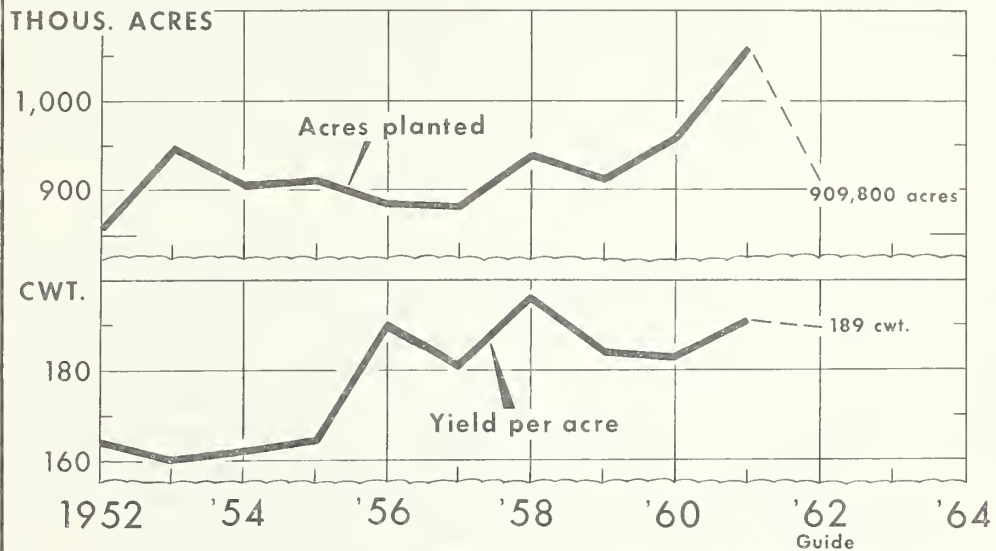
Fall Crop: More than two-thirds of the U. S. annual potato crop originates in fall crop producing areas. The crop is raised throughout the northern tier of states and in California. Fall harvest extends from mid-August into early December but the bulk of the crop is dug in October and November. Most of the crop is stored and thereafter marketed into June of the year following. In 1961, Idaho, Maine, New York, Minnesota, and North Dakota lead in fall production. Round white varietal production predominates in the eastern states. Round whites and round reds are about of equivalent importance in the Midwest. And the Russet Burbank variety accounts for most of the production in the West except in Colorado where both round red varieties and Russets are produced. Acreage of Russet type potatoes has increased in Wisconsin, and in 1961, a small acreage of Russets was grown on Long Island.

Prices received for fall crop potatoes are dependent upon a multitude of factors. These include the general level of production and resulting supply, the geographic distribution of supplies, the magnitudes of varietal supplies (round whites, round reds and Russet Burbank) make-up of supplies as to size and quality, magnitude of seasonal overlap, availability or potential of new crop supplies, and the level of supply in eastern Canada. Commingling with the foregoing factors are rate of fresh shipments into metropolitan markets, rate of shipments to or use by processors, level in inventories of frozen and dehydrated products, opinion of buyers, weather, and rate of diversion to starch and livestock feed outlets.

Fall plantings in 1961 amounted to 1,057,700 acres, approximately 100,000 acres more than in 1960 and the largest acreage since 1949. Sixteen of the twenty-six states producing the fall crop increased acreage in 1961. Sharp increases in acreage were reported in Idaho, Minnesota, North Dakota, Washington, and Colorado. Average yield per acre in 1961 increased to almost 195 hundredweight. This compared with 185 hundredweight in 1960 and the 1958 record of almost 200 hundredweight.

The large fall acreage combined with a high yield per acre resulted in a record fall harvest of 201.4 million hundredweight, 15 percent larger than the 1960 crop. In total, production in the 9 western states was almost 29 percent above 1960. The crop in the central states was 4 percent larger; a comparatively

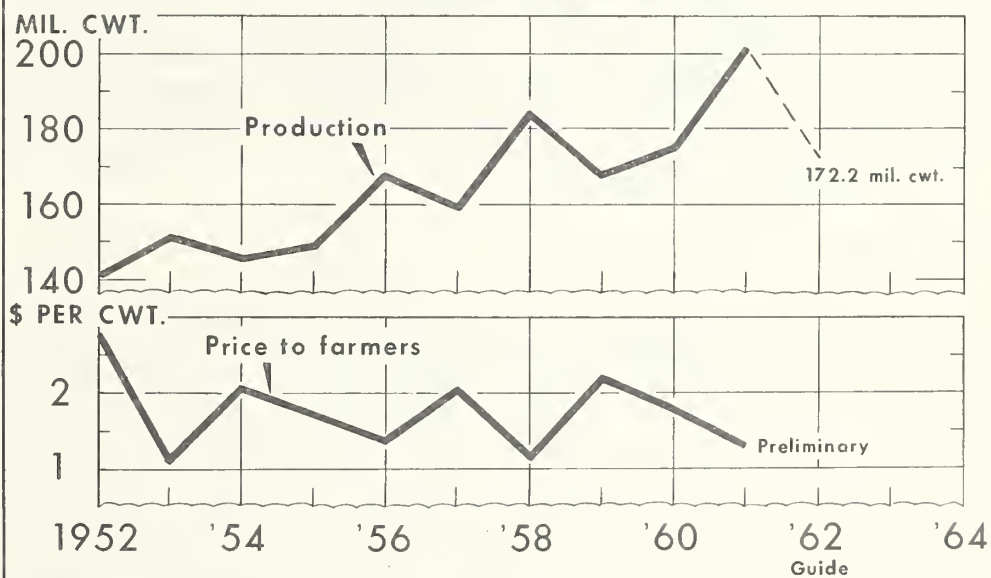
FALL POTATO ACREAGE, YIELD, AND 1962 GUIDE



U. S. DEPARTMENT OF AGRICULTURE

NEG. AMS 203-62 (2) AGRICULTURAL MARKETING SERVICE

FALL POTATO PRODUCTION, 1962 GUIDE, AND PRICES



U. S. DEPARTMENT OF AGRICULTURE

NEG. AMS 201-62 (2) AGRICULTURAL MARKETING SERVICE

low average yield partly offset the 9 percent increase in acreage. Production in the eight eastern states was 8 percent above 1960.

In spite of the 15 percent increase in the supply of fall storage potatoes in 1961 compared with a year earlier, and the generally attractive price for packs of potatoes in retail outlets, sales of potatoes for table use in the fall and winter of 1961-62, did not vary significantly from the level of a year earlier. From October 1, 1961, through January 31, 1962, combined rail and truck unloads of potatoes in 41 cities amounted to 59,000 carlot equivalents, virtually equal to the total shipments recorded in the like four-months of 1960-61.

Movement of 1961 fall potatoes to chippers has been higher than in 1960. But fall potatoes processed for food products other than chips was indicated to be approximately equal to the 1960 level. Because fall potato supplies were greatly in excess of needs in food and seed markets, growers diversions of 1961 fall potatoes to starch plants and to livestock feed have been largest since 1950-51. Governmental surplus removal assistance was authorized in California, Colorado, Idaho, Maine, Minnesota, Montana, North Dakota, New Jersey, New York, Oregon, Pennsylvania, Rhode Island, Utah and Washington. It is anticipated that as much as 15 percent of the 1961 fall potato crop will be diverted to starch and livestock feed outlets, coinciding with the 15 percent increase in fall production in 1961 compared with 1960.

Prices received by farmers for potatoes from October 1, 1961, through January 31, 1962, averaged \$1.21 per hundredweight, approximately 49 percent of parity. A year earlier prices averaged \$1.94 per hundredweight or 83 percent of parity. Value of sales of 1960 crop fall potatoes was estimated at \$274 million. 1961 crop value will be down sharply and growers' income will be limited.

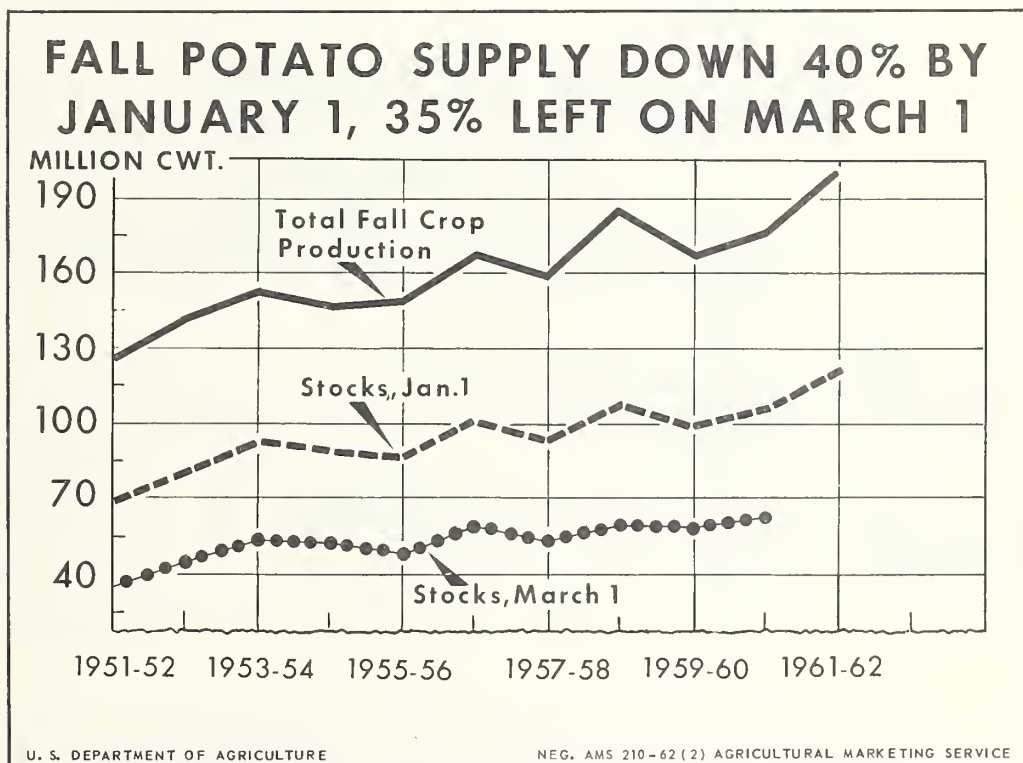
For 1962 crop fall potatoes, recommendations are for a total acreage 14 percent less than in 1961. Recommendations are that total acreage in the 9 western states be reduced 17 percent, that the 9 central states' acreage be reduced 14 percent and that the 8 eastern states cut acreage 10 percent. Assuming normal weather and average yields, the probable production from the guide acreage would be 172.2 million hundredweight, 15 percent less than the 1961 production of 201.5 million hundredweight.

VII. 1962 OUTLOOK

The Nation's economy is expected to show continued vigor in the months ahead. The Census Bureau reports a steadily growing population. And demand for foods, materials, and services should increase. Some gain is expected in average per capita income. In 1962-63, the potato growers' market will be one of more people with more dollars than in 1961-62. Potato growers know, however, that even though the general economy may be strong, prices that they will receive for their 1962 crop sales will largely depend on the volume of potatoes produced and marketed. Records of the past show that large or surplus potato crops and supplies usually means less money in growers' pockets than in years when crops and supplies were at moderate levels.

In 1962-63 growers can expect continued strong competition in market outlets. Some increase in use of processed food potatoes is likely which would check demand for fresh or table potatoes. General demand for potatoes in the 1962 marketing year is not expected to differ significantly from that indicated in the 1961 marketing year. Per capita consumption of potatoes is not expected to change materially, but to continue at or near the levels of the past several years.

Although current stocks of potatoes in storage are heavy, week-by-week improvement is expected in the balance of supplies and market needs. With continued heavy diversions to starch and livestock feed outlets, surplus supplies of storage potatoes should be largely disposed of by the time new crop supplies reach volume levels. 1962 winter potato production was cut 15 percent below 1961. Winter crop marketings have been orderly and growers have received better than break-even prices. Growers of spring potatoes report intentions to plant 139,500 acres, 15 percent less than the 163,700 acres planted in 1961. With spring potato production in 1962 likely to be held below that in 1961, demand for storage potatoes in the spring of 1962 is likely to be stronger than in 1961. On February 1, 1962, total stocks of potatoes held by growers and local dealers amounted to 93,050 thousand hundredweight, 11 percent more than the 83,720 thousand hundredweight estimated a year earlier. Disposition of potatoes in February 1961 amounted to 20.6 million hundredweight.

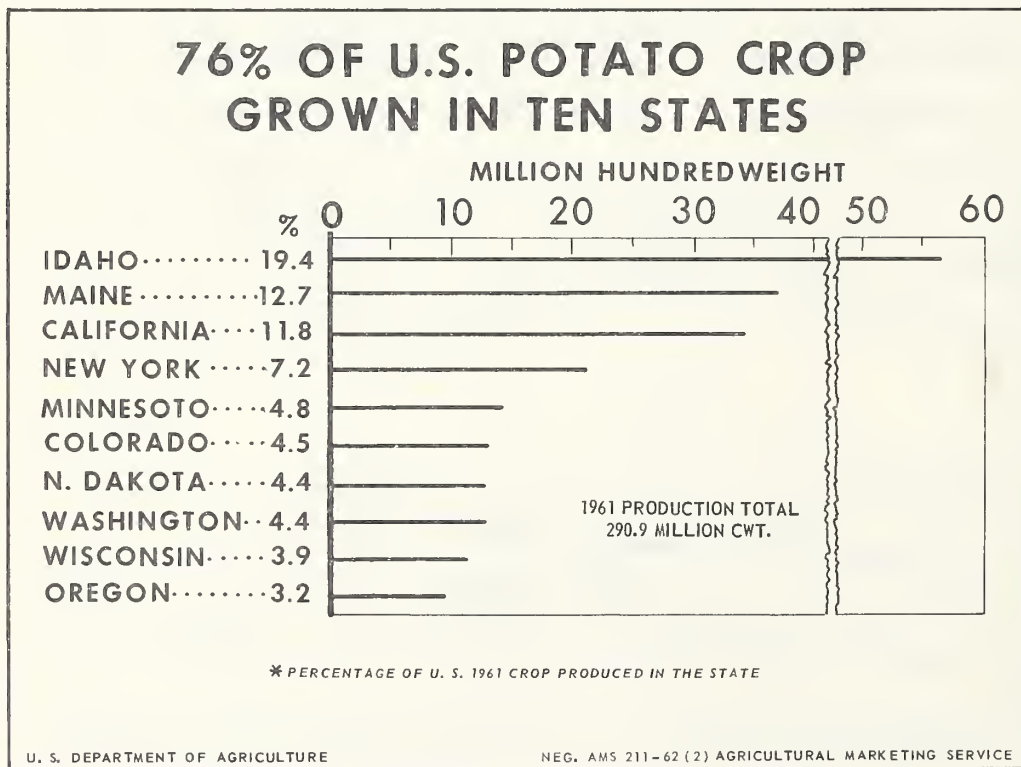


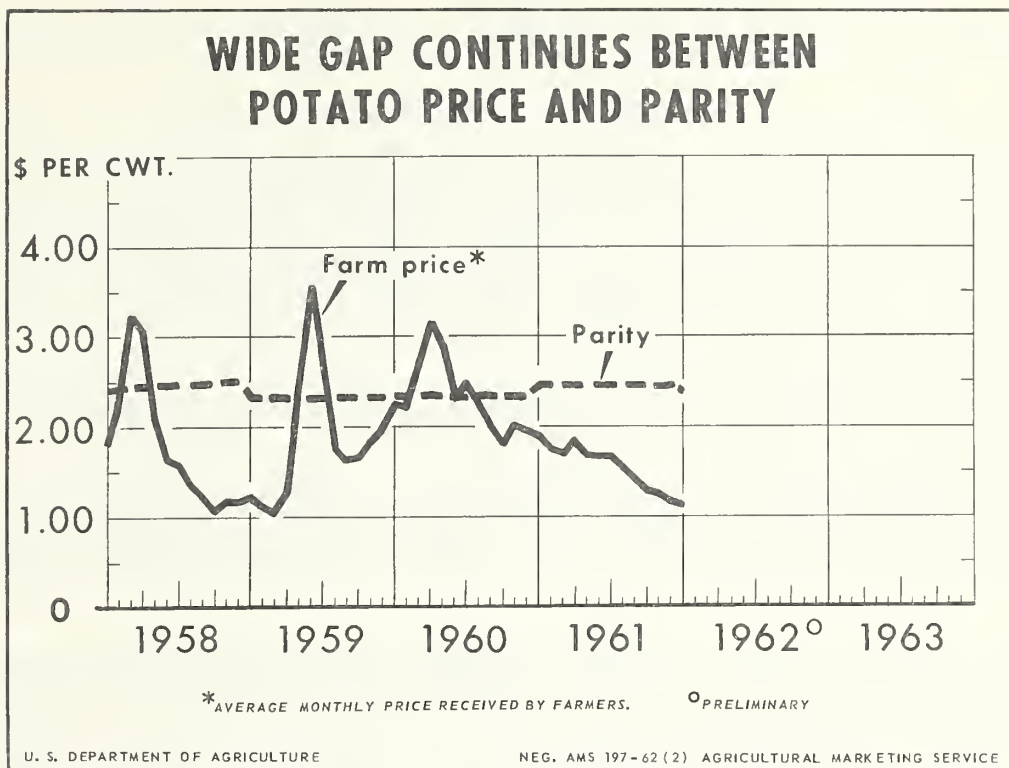
VIII. HIGHLIGHTS OF THE POTATO INDUSTRY

Potatoes are grown commercially in every state but ten states (see chart below) produced almost three-fourths of the 1961 crop. In 1961, the Idaho tonnage alone was sufficient to supply national needs for 2-1/2 months. In the 1960 Census of Agriculture, 684,853 farms reported production of 1959 crop potatoes. This compared with 1.4 million farms in the 1955 Census and 1.6 million farms in the 1950 Census. 12,320 farms, each growing 25 or more acres of potatoes, produced 84 percent of the 1959 crop. Potato data collected in the 1960 Census is summarized on page 30.

Potatoes are harvested every month of the year. Harvest in the winter months is restricted to California and Florida. The crop marketing season extends over a period of 20 months. The California 1962 winter crop started moving to market in November 1961. Marketing of the 1962 crop in Maine will extend from the fall of 1962 into June of 1963.

Domestic production consists of round white, round red, long white and long russet varieties. Long varieties of potatoes are produced primarily in the West. Round white varieties predominate in the East. And round white and round red varieties are of equivalent importance in the Midwest.





In total, U. S. potato acreage approximated 3.55 million acres in 1931, declined to 2.75 million by 1941 and to 1.37 million by 1951. In the past decade potato acreage fluctuated usually within the range of 1.4 to 1.5 million acres. 1,519,300 acres were planted in 1961, almost 8 percent more than the 1960 total of 1,410,300 acres. Less than one-half of one percent of the Nation's cropland is used for producing potatoes. Almost 19 percent of the U. S. 1961 potato acreage was planted in Idaho, 10 percent in Maine, slightly more than 8 percent in Minnesota and North Dakota and 7.4 percent in California.

Since the mid-1940's potato yield per acre has shown a pronounced upward trend. The U. S. average yield per acre held below 100 hundredweight through 1945. Yield jumped to 116 hundredweight in 1946 and to 179 hundredweight by 1956, exceeded 180 in the late 1950's, and a new record was established in 1961 with an average of 195.5 hundredweight. Yield per acre has increased largely because of the concurrent decline in marginal acreage, and shift to and increase in acreage in high yield areas. Irrigation in some areas also has contributed to higher yields, as has increased use of fertilizer and insecticides, the employment of more specialized machinery and equipment, and the selection of better seed stock.

Annual production of potatoes has tended to exceed market needs. And in 1961 production of 290.9 million hundredweight fell just short of the 1946 record of 292.4. The smallest crop in recent history was in 1951 when production amounted to 195.8 million hundredweight. U. S. potato production is many

times greater than the total crop produced in Canada but is smaller than the tonnages produced in West Germany, Poland and France.

Sales of potatoes the past two marketing years have accounted for 88 percent of production. Sales include those for food and seed and those sold for starch processing and for livestock feed. The balance of the production is used on farms where grown for food, seed, and feed, plus loss through shrinkage, decay and waste. Total sales of 1959 crop potatoes were 217 million hundredweight. Value of sales received by growers was estimated at \$492 million. 1960 crop sales amounted to 229 million hundredweight and value was \$457 million.

From 1953 through 1960, the average annual price received for potatoes by farmers ranged from \$1.31 per hundredweight to \$2.27; the eight-year average was \$1.84. Potato growers tend to increase acreages following periods of favorable prices, and to cut acreages following periods of low prices. Comparatively high prices were received for 1959 and 1960 crops of potatoes. And in 1961, total potato acreage was increased 7.7 percent above that planted in 1960.

In attempt to bring about more orderly markets for potatoes, marketing orders have been established in six major potato areas. For the past several years, Federal marketing orders have been in effect for potatoes grown in Maine, Idaho, Oregon, Washington, Colorado, the Red River Valley area of Minnesota and North Dakota and in Modoc and Siskiyou Counties in California. Regulatory provisions established under marketing orders authorize certain grade, size, quality and maturity restrictions for table stock potatoes.

Potatoes contain significant amounts of nutrients needed for good health. Before cooking, the average composition of potatoes is protein, 2 percent; fat, 0.1 percent; carbohydrate, 19.1 percent; ash, 1 percent and water, 77.8 percent. The protein in potatoes contains some of each amino acid essential for growth and maintenance of body tissues. Potatoes also contain a number of minerals and vitamins. These include calcium, phosphorus, iron, thiamine, riboflavin, niacin and ascorbic acid.

IX. SUMMARY FOR MAJOR POTATO AREAS

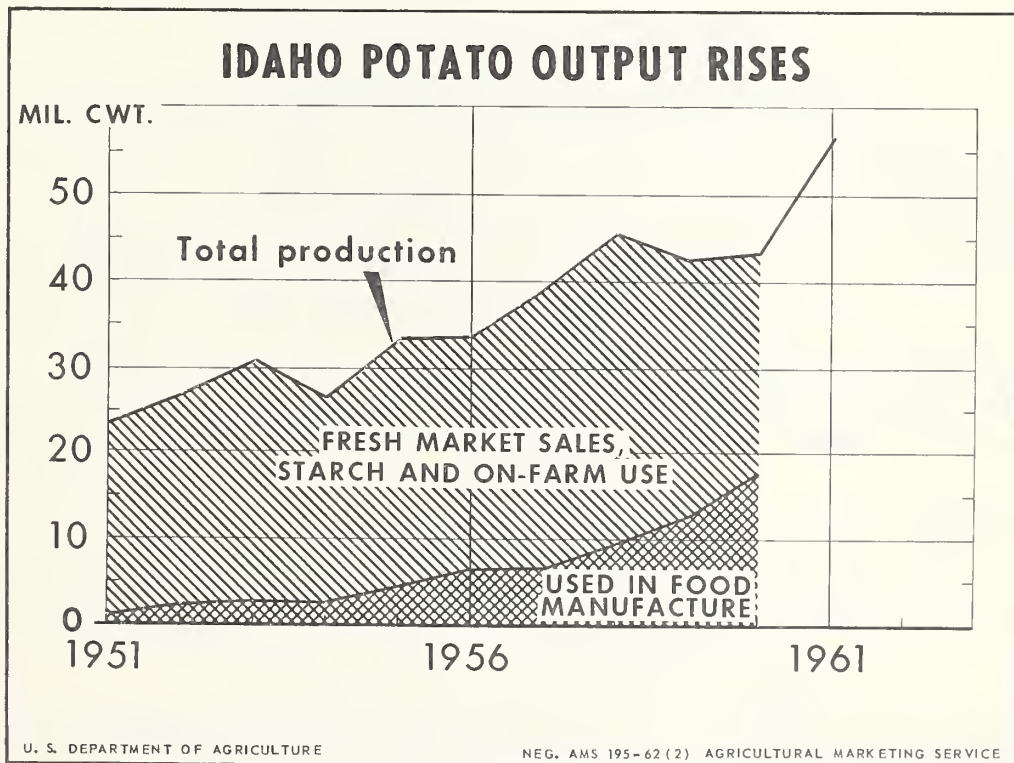
Maine, the Red River Valley of Minnesota and North Dakota, and Idaho dominate in potato production in the eastern, central, and western regions of the country, respectively. In 1961, approximately 55 percent of the 8 Eastern States' fall production originated in Maine, 48 percent of the 9 Central States' fall production originated in the Red River Valley, and 62 percent of the 9 Western States' fall production originated in Idaho. More than 90 percent of Maine's production consists of round white varieties, with the remainder mostly Russet type potatoes. In Idaho, more than 90 percent of the production consists of Russet Burbanks, with the remainder early varieties of red and white potatoes. The Red River Valley production consists of 70 percent round red varieties, with the remainder mostly round white varieties. The regional and varietal prices for potatoes during the fall, winter, and early spring,

are largely dependent upon levels of supplies and progress in marketing in these three major potato areas. The potato acreage guides for the 1962 fall crop in Maine, Minnesota, North Dakota, and Idaho are recommendations for substantially smaller acreages compared with the respective levels in 1961.

Idaho: Idaho is the leading state in potato acreage and production. In 1961, acreage in Idaho was increased almost 21 percent and total plantings were 287,000 acres compared with 238,100 in 1960. The Crop Reporting Board reported that in Idaho, "surface irrigation water was in shorter supply than usual, but growers were able to maintain growth, although hot weather in August and limited water supplies increased the percentage of rough potatoes. Frost stopped growth at high elevations about mid-September and in all areas in late September---heavy snow over part of southern Idaho on October 22 and 23 stopped harvest for a few days, and freezes in November resulted in a loss of 12,000 acres."

Average yield per acre in 1961 was 206 hundredweight. This compared with 183 a year earlier and the 1958 record of 214. Production amounted to 56.4 million hundredweight, a state record, and almost a third more than the 1960 tonnage.

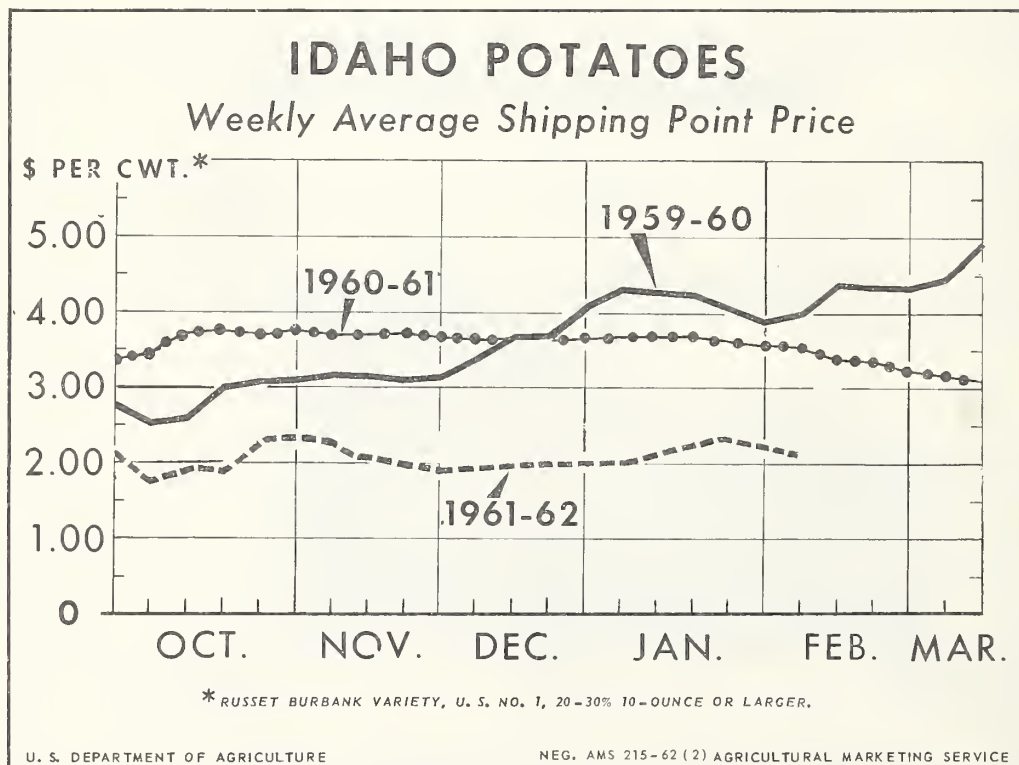
Idaho fresh potatoes are marketed throughout most of the year and are shipped into almost all U. S. cities and into Canada. Interstate potato shipments

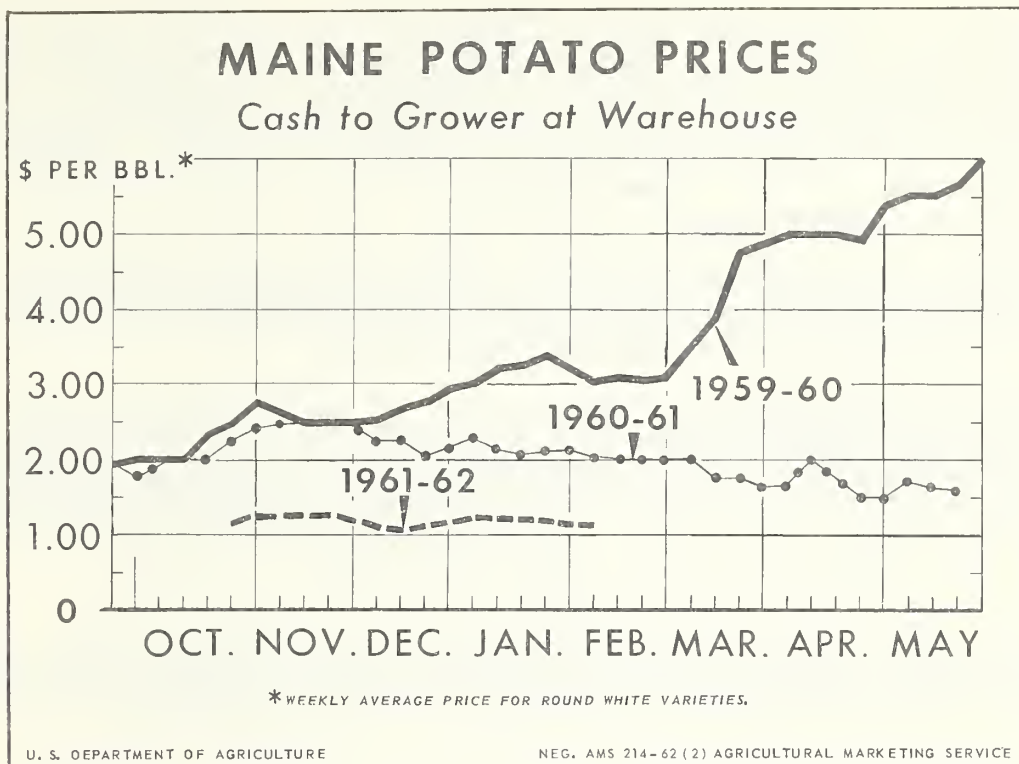


from Idaho and Malheur County, Oregon, must comply with regulations issued under the Federal marketing order. Shipments of Idaho potatoes to fresh market in the current season and last season total sharply below historic levels. However, this decline has been more offset by sharp gains in Idaho potatoes used by intrastate food processors. Approximately 36 percent of Idaho's 1959 crop and 43 percent of the 1960 crop was used by food processors located in Idaho.

In 1959-60 and 1960-61, the strong local demand for Idaho potatoes boosted growers' prices well above historic averages. In the current marketing season, supplies of Russets have been more than ample to fill needs of processors and demand in fresh market outlets. And growers' prices have averaged substantially below the high levels recorded in the past two marketing seasons. In 1959 and 1960, value of sales of Idaho potatoes were estimated at \$81 million and \$71 million, respectively.

The 1962 acreage guide for Idaho for the late summer and fall crops combined is 230,500 acres, 20 percent less than the acreage planted in 1961. With average yields, the production from the guide acreage would amount to 45.5 million hundredweight. This would be equal to the tonnage produced in 1958 but 19 percent less than the 1961 output.





Maine: Maine ranked second among the states in potato tonnage in 1961. Growers planted 150,000 acres in 1961, 3,000 more than in 1960. The Crop Reporting Board stated that "yields in Maine were good in spite of the late, cool spring and the short growing season. Most acreage was planted two weeks later than normal. Excessive moisture resulted in considerable seed rotting and poor stands. After an adverse start, the crop grew rapidly and development was nearly normal by September 1, ---wet weather during much of September and October resulted in a rather difficult harvest---harvest was completed in late October with no significant freeze losses."

Yield per acre in 1961 averaged 250 hundredweight. This compared with 229 a year earlier and the recent high of 284 in 1956. Production amounted to 37 million hundredweight. This was a tenth more than the 1960 tonnage but well below the output in 1956.

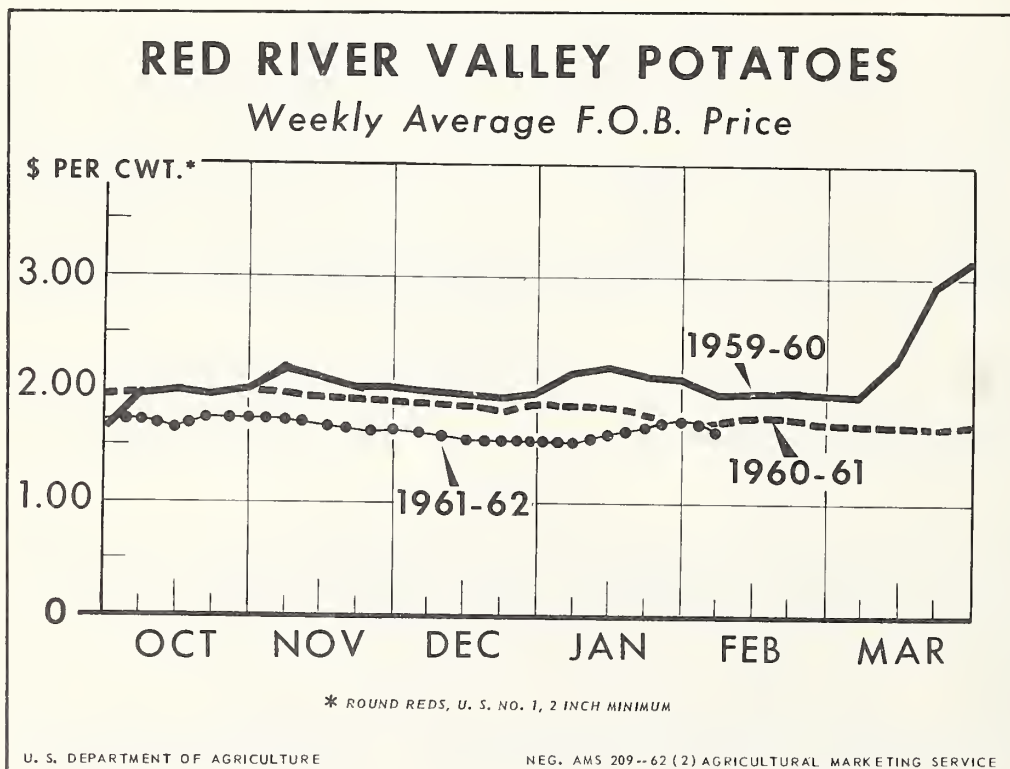
Shipments of Maine potatoes to food markets are regulated under a marketing order. For round white varieties, current regulations provide for U. S. No. 1 grade, 2-1/4 to 4 inches in diameter; stock must be generally clean. Maine potatoes for food markets are shipped mostly in 50 and 10 pound packs. Food and seed shipments combined in the 1960-61 marketing year totaled 21.1 million hundredweight. This compared with 22.5 in 1959-60. Sales of Maine certified seed potatoes approximate 3 million hundredweight annually. And food processors in Maine utilize 2 to 3 million hundredweight. Value of sales of Maine 1959 crop potatoes amounted to \$71 million. Value dropped to \$41 million on 1960

crop sales. In the current marketing year, sales of Maine potatoes have held at comparatively low levels. Large supplies of potatoes have been available on Long Island, Upstate New York and in Pennsylvania, and demand for Maine supplies has been checked. However, shipments of Maine potatoes are expected to increase in the late winter and early spring when supplies in Middle Atlantic producing areas decline. Prices received for current season sales have been depressed and growers' income will be down.

The 1962 acreage guide for Maine is 134,800 acres, 10 percent less than the acreage planted in 1961. Such an acreage, with average yield per acre, would result in a production of 33 million hundredweight.

Minnesota and North Dakota: Practically all of the North Dakota potato crop and 71 percent of the Minnesota crop originate in the Red River Valley area. The two states' combined output in 1961 amounted to 27 million hundredweight, slightly less than the total of the previous year. Growers planted 245,000 acres, 30,000 more than in 1960. But drought during most of the growing cut yields below average levels and offset the expansion in acreage.

Red River Valley potato shipments are covered by a marketing order. In the current season, Valley shipments are lagging considerably behind the record level reported in 1960-61. Last season, the Valley shipped 40,230 cars.



@ 400 cwt.) to markets, including 7,420 cars of certified seed. This compared with the 1959-60 total of 36,260 cars and the 1958-59 volume of 24,036 cars. Food processing plants in the Valley are using a substantial tonnage of local potatoes, and shipments of fresh potatoes to out-of-state potato chippers have increased sharply. Valley potatoes are shipped to markets located mostly in the central third of the Nation. Major outlets include Chicago, Minneapolis, St. Paul and St. Louis.

In the 1960 marketing season, prices received by Valley growers averaged \$1.33 per hundredweight and in 1959, \$1.65. Growers' prices in 1961-62 have averaged lower than in the past two seasons. In 1960, the value of North Dakota's potato sales was estimated to be \$16.3 million and those for Minnesota, \$14.8 million.

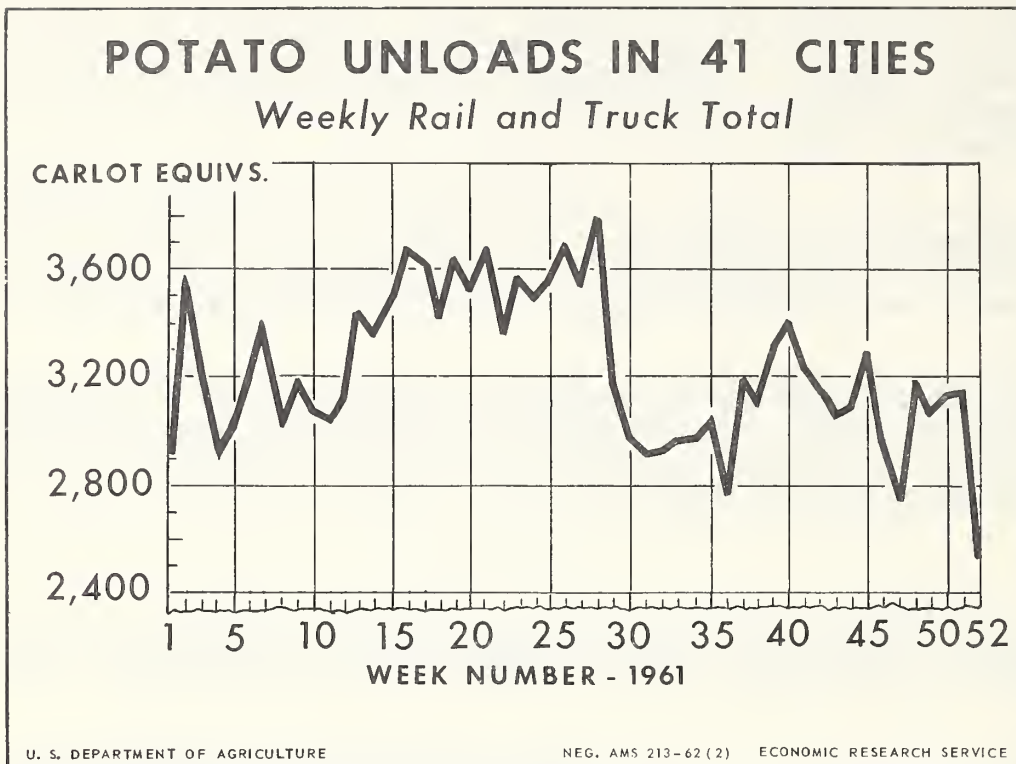
The guide for the 1962 late summer crop in Minnesota is for an acreage 7 percent less than in 1961. For the Minnesota crop for fall harvest, growers are recommended to cut acreage 20 percent. Growers in North Dakota are recommended to cut acreage 16 percent.

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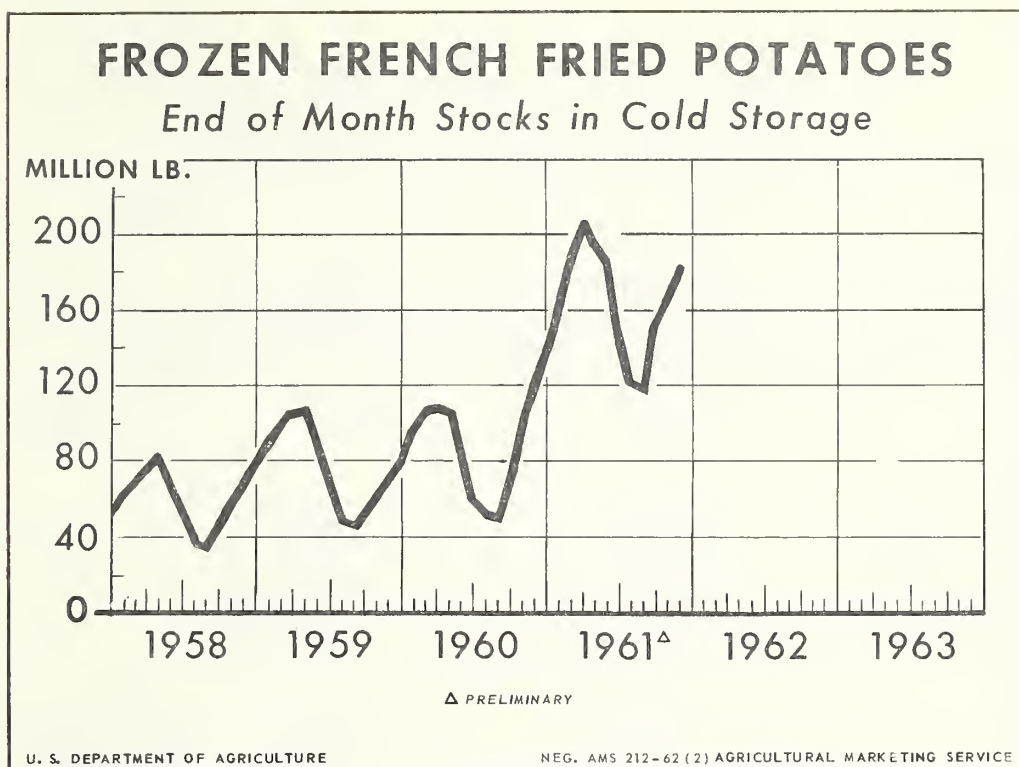
Potatoes: Production in 1961 in Areas With Federal Marketing Orders
and Percentage of U. S. Production Covered by Orders

Area	Production covered by marketing orders		
	Total	Late summer	Fall
	production	production	production
----- 1,000 cwt. -----			
Maine	37,000	0	37,000
Minnesota-North Dakota	22,727	0	22,727
Colorado	13,097	2,185	10,912
Idaho-Oregon	59,544	5,834	53,710
Oregon-Northern California	9,550	0	9,550
Washington	12,910	6,820	6,090
Six areas	154,828	14,839	139,989

United States:	1,000 cwt.	Percent covered by marketing orders	
Fall crop production	201,461	69.5	
Late summer production	36,342	40.8	
Late summer-fall combined	237,803	65.1	
U. S. 1961 crop	290,939	53.2	



In 1961, rail and truck unloads of potatoes in 41 cities amounted to 169,541 carlot equivalents. For calendar year 1960, unloads totaled 172,431. Rail unloads include some boat receipts, converted to carlot equivalents. Truck unloads are not 100 percent complete because of local conditions in the markets covered. Unload data are compiled by Market News reporters.



Data on the 1961 pack of frozen potato products are not yet available. The 1961 pack, however, is expected to exceed the 1960 total. The 1960 pack amounted to 551.4 million pounds, according to the National Association of Frozen Food Packers. The 1959 pack was 371 million pounds. And the 1958 pack was 269.5 million pounds. French fries accounted for almost 89 percent of the 1960 output; the remainder included puffs, shredded, whipped and diced products. 191 million pounds of frozen French fries were reported held in cold storage on January 31, 1962. This was an increase of 37 million pounds compared with a year earlier.

Potatoes, United States: Number of farms, acreage, and quantity harvested, census of 1959 crop

Potato acreage per farm	Farms reporting	Acres harvested ^{1/}	Quantity harvested
	<u>Number</u>	<u>Acres</u>	<u>1,000 cwt.</u>
<u>Acre(s):</u>			
Under one	635,383	38,232	5,625
1.0 - 1.9	17,419	18,378	1,108
2.0 - 2.9	4,119	8,492	748
3.0 - 4.9	3,578	12,278	1,418
5.0 - 9.9	4,366	28,843	4,357
10.0 - 24.9	7,668	120,746	22,437
25.0 - 49.9	5,828	205,765	40,157
50 or more	6,492	767,697	148,290
Total	<u>684,853</u>	<u>1,200,431</u>	<u>224,140</u>

^{1/} Does not include acreage for farms with less than 20 bushels harvested.

Source: 1960 Census of Agriculture, U. S. Bureau of the Census.

Potatoes

1962 Acreage Guide and 1961 Acreage

State	Acreage planted 1961	Acreage guide 1962	1962 guide :percentage :change from : 1961	State	Acreage planted 1961	Acreage guide 1962	1962 guide :percentage :change from : 1961
	Acres	Acres	Percent		Acres	Acres	Percent
Alabama	24,500	22,450	- 8	Nebraska	13,700	13,700	0
Arizona	10,600	9,000	-15	Nevada	1,100	1,100	0
Arkansas	5,200	5,200	0	New Hampshire	1,800	1,700	- 6
California	112,700	99,950	-11	New Jersey	18,000	18,000	0
Colorado	62,000	55,050	-11	New Mexico	3,500	3,000	-14
Connecticut	6,500	6,050	- 7	New York	88,000	80,800	- 8
Delaware	10,000	9,500	- 5	North Carolina	27,500	26,550	- 3
Florida	34,700	34,200	- 1	North Dakota	124,000	104,750	-16
Georgia	1,500	1,400	- 7	Ohio	15,200	15,200	0
Idaho	287,000	230,500	-20	Oklahoma	2,000	1,800	-10
Illinois	3,100	3,000	- 3	Oregon	37,000	32,850	-11
Indiana	7,300	7,300	0	Pennsylvania	41,000	37,600	- 8
Iowa	3,700	3,700	0	Rhode Island	5,700	5,400	- 5
Kansas	3,000	2,900	- 3	South Carolina	6,000	5,800	- 3
Kentucky	9,800	9,800	0	South Dakota	6,700	6,700	0
Louisiana	3,800	3,800	0	Tennessee	9,000	9,000	0
Maine	150,000	134,800	-10	Texas	20,000	19,250	- 4
Maryland	4,700	4,650	- 1	Utah	9,400	8,800	- 6
Massachusetts	7,300	6,850	- 6	Vermont	2,600	2,450	- 6
Michigan	49,600	45,900	- 7	Virginia	32,400	30,050	- 7
Minnesota	127,500	102,850	-19	Washington	43,000	36,700	-15
Mississippi	3,800	3,800	0	West Virginia	9,000	9,000	0
Missouri	5,000	5,000	0	Wisconsin	57,000	52,000	- 9
Montana	8,200	7,800	- 5	Wyoming	4,200	4,200	0
				United States	519,300	1,341,850	-12

